SimplyCast eMarketing
Autoresponder
User Guide

Contents

1. Autoresponder Overview

An autoresponder is a process that automatically sends a series of emails to a particular email address or contact list once triggered by an action, like being added to or signing up for a list. These messages contain pre-created content that can be scheduled to send in sequence at certain times with specific delays to the recipient as part of an autoresponder email marketing campaign.

Autoresponder emails are extremely useful. They are meant to send prompt replies and additional information when an action takes place, such as someone purchasing an item from your online store. You can also schedule them to be sent at pre-set times to a list of recipients.

Autoresponder email is a great way to help build a consistent relationship with customers or clients. It allows each subscriber, purchaser and others to receive a series of useful emails without you having to manually create and send each email.

2. Features Overview

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Create Unlimited Steps	With our Autoresponder software, you can create an unlimited number of steps in your Autoresponder campaign process. This gives you the flexibility to set long time delays, send to different lists, send messages on a specific date in the future and so on.
Text and HTML Support	It is easy to create HTML and text only emails using our Autoresponder software. You can simply select whichever type of autoresponder email best suits your needs and the needs of your subscribers. Both types of emails are easy to design and send.
Connect With a Signup Form	A signup form is a great way to gather customer information. It is simple to connect a signup form with your autoresponder, so that people who sign up receive a prompt confirmation email and a customizable number of follow-up emails. You can have your autoresponder send immediately or after a pre-specified delay.
Merge Support	This feature allows you to personalize your Autoresponder emails by including a first name, last name, company or any other individual feature of each subscriber. Emails that include "Dear Jane" are more appealing than emails that just say "Dear Subscriber" or have a similar generic opening.
Easy to View Reporting	After you send out autoresponder emails, the collected data is organized into easy-to-view reports. Each individual autoresponder campaign will have

	its own report so you can easily track and analyze click-throughs, opens and much more. All reports are available right in your user account.

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Import Your Own HTML	If you are comfortable working with HTML code, it is easy to have full control over the design of your emails. You can add your own HTML code and change the code to suit your needs. If you do not wish to edit the HTML code, it is not necessary. You do not need coding experience in order to create autoresponder emails in our application, but the option is there if you wish to use it.
Spell-Check Tool	Of course you will want to make sure that your emails do not have any errors before you send them out. The spell-check feature helps you feel confident that your email is correct as you create it. It will highlight any words that are spelled incorrectly so you can fix any potential problems and ensure that your emails look professional.
Template Support	We offer many different email templates that you can choose from. Select from seasonal templates, industry-specific templates, blank templates and more. You can use these templates as they are or edit the details to customize the templates to your own requirements.

3.   How to create a Campaign?

In this section, we will show you through how to create a basic autoresponder campaign step by step.
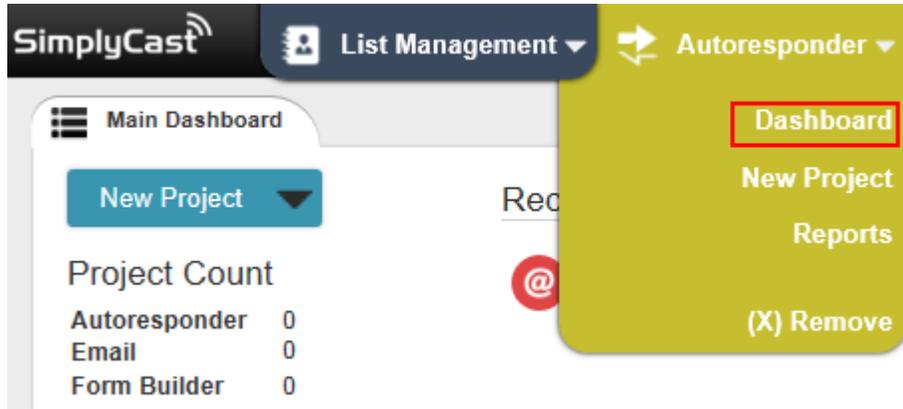
1.   Go to https://marketplace.singtel.com/Account/Login and login with your mybusiness login ID and password.
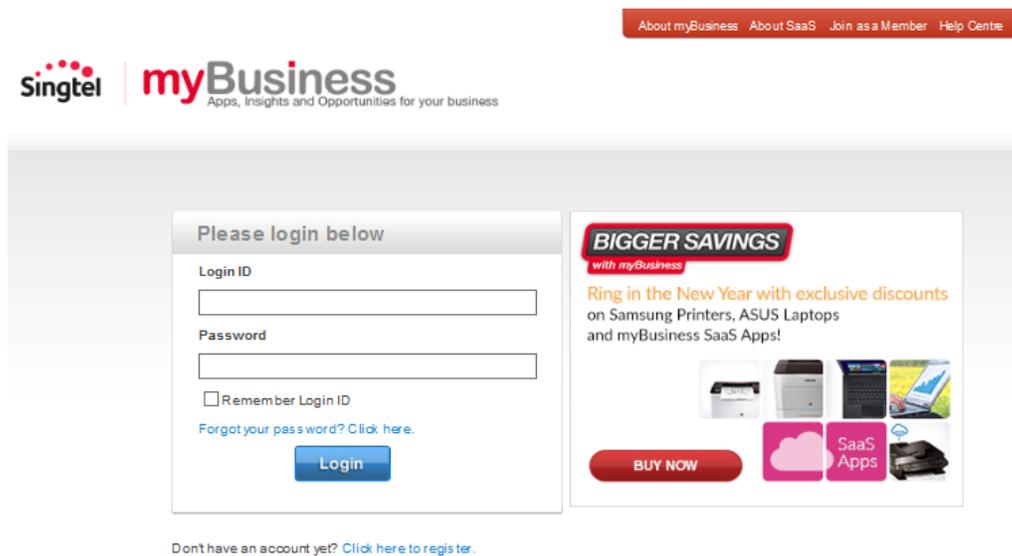
2.   In mybusiness Dashboard, Click on power button to launch SimplyCast.
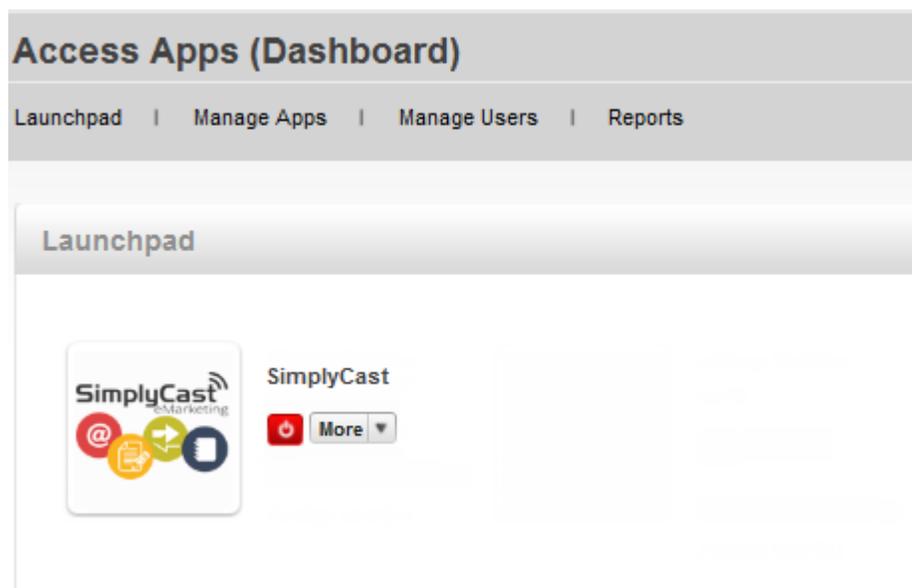
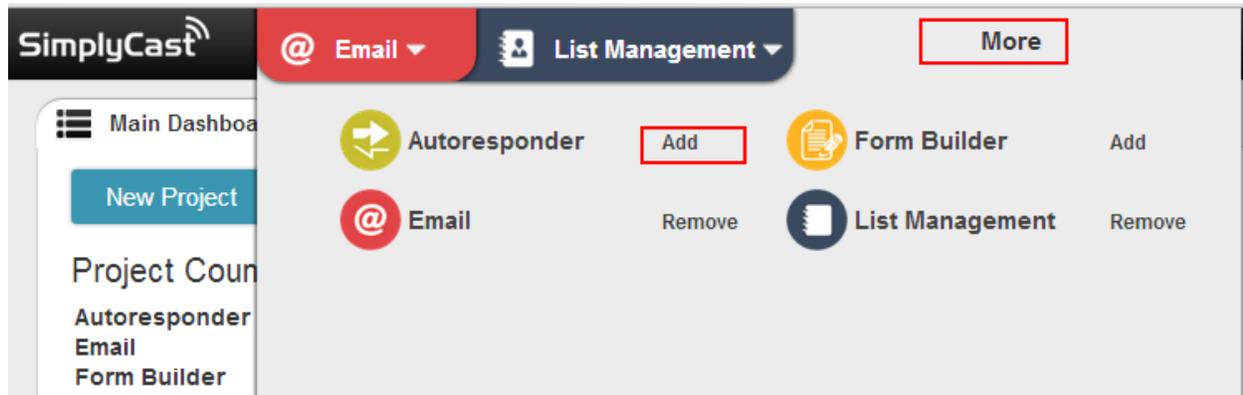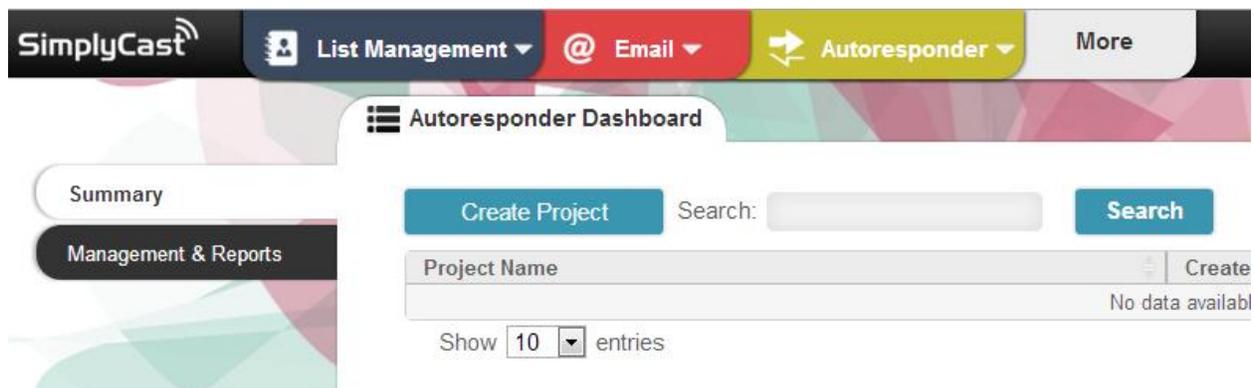3. Click on Dashboard from Autoresponder menu bar to access the Dashboard.

Or if you don't see Autoresponder on top menu bar, click "More" button and click Add beside Autoresponder to appear on menu bar. Then click on the new Yellow Autoresponder Bar to access the Dashboard.

4. Click on Create Project button to start create Autoresponder campaign.

5.   You will now be on the "Create Project" page where you must enter a name for your project. When you have entered the name, click "Proceed to Editor."
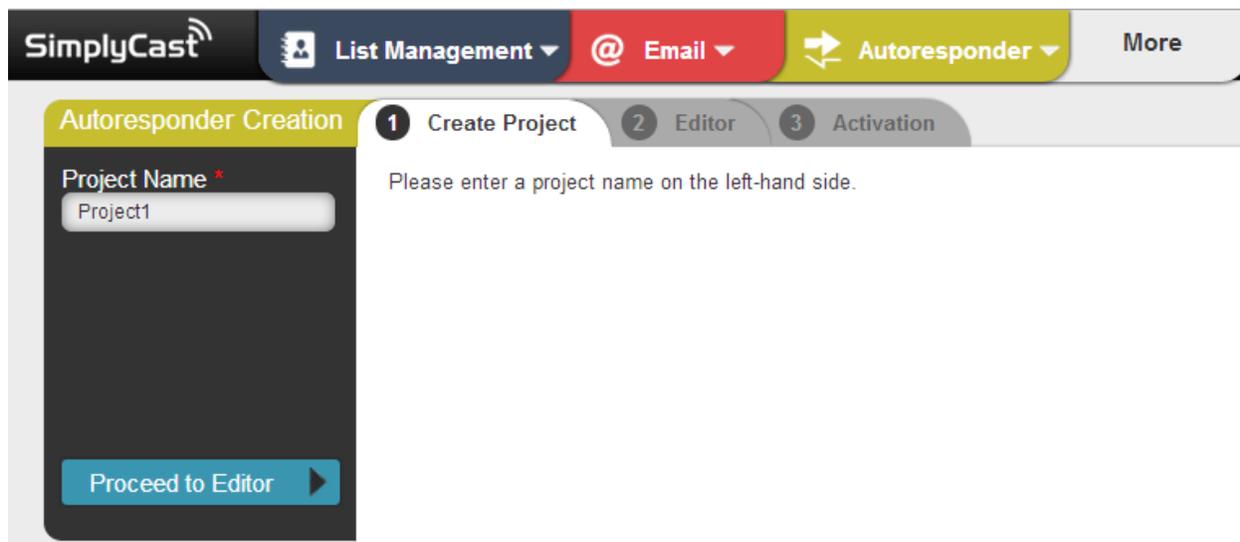

If at any time throughout the creation process you need return to the previous page, click the blue "Back" button on the left side of the screen.

6.   In this step, you will create your autoresponder email and customize it to your needs. Along the top of the screen, there are drag and drop elements that you can choose from. To add an element, simply drag and drop it onto the editing area (the blank white grid).

When you add an element, its editing options will appear on the left side of the screen. Name the element and make any necessary changes, then click "Create."

To connect elements, drag the built-in arrows from one element to another. To delete elements or connections, click the "X" in the upper right corner of the element.

StartingPoints
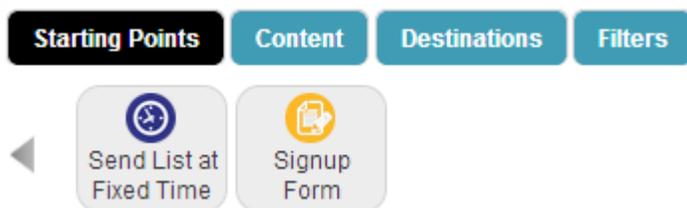
Starting points are the points from which data enters your Autoresponder campaign.

Send List at Fixed Time: This option is for sending out a message to a list you have created or uploaded. Simply choose your list and schedule the date and time at which you want the autoresponder email to be sent out.

Signup Form: This option is to connect your autoresponder email to a signup form that you have already created or to a new signup form. This allows your autoresponder email to be sent when people sign up using the form that you choose. Select your desired form from the drop-down menu next to "Project Type."

Content

Email Project: Drag and drop this element onto the editing area to add your autoresponder email. From the drop-down menu next to "Project Type," you can select a HTML email, a text only email or copy an existing project.

Once you drag the email element onto the editing area, if you need to create a new email project, click the "Edit" icon in the upper right corner of the email element. You will be asked to "Save and Edit" your autoresponder project before you can create your email. You will then be taken to the email editor so you can create the email.

Throughout the email creation process, if you do not fill in any required information, these areas will be highlighted in red.

To create an email, first select a template by clicking on it. Then select "Use This Template." Drag and drop elements from the top of the screen into your email and arrange them as desired. Editing options will appear on the left side of the screen. Don't forget to add your physical company address at the bottom of the email.

When you have personalized your email, click "Next" in the bottom right corner of the screen. Then choose your settings. Enter a subject line, a sender name and email and select if you want to include a reply email. When you have finished, click "Proceed to Review."

You will now be on the "Review Checklist" step. The different stages of the email process will be listed with "Complete," "Warning" or "Failed" next to them.

"Complete" means that the step has been completed successfully and is ready for the send.

"Warning" highlights areas that could cause potential problems for your campaign, and that you may want to go back and change.

"Failed" means that the step has not been successfully completed and you must fix these problems before the autoresponder email campaign can be sent. If anything is marked as "Failed" the autoresponder email campaign will not send.

When all steps are "Complete" click "Complete Project." You will now be returned to the autoresponder creation page.

Destinations

Contact List: This is the list to which your autoresponder email will be sent.

To use an already created list, select "Existing List" from the drop-down menu next to "Project Type." A second drop-down menu will now appear with all your existing lists. Select the list you wish to use.

To create a new list, select "Contact List" from the drop-down menu next to "Project Type."

Filters
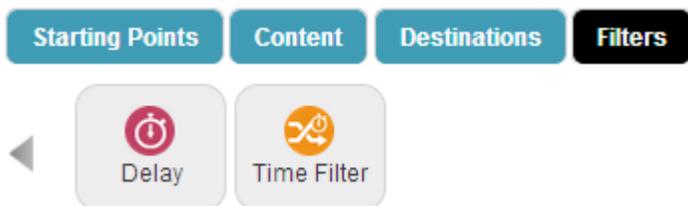
Delay: By setting time delays, you can schedule messages to send after a specified amount of time has passed after an action takes place. So if you want someone to receive a follow-up email two weeks after they have purchased a product, the system will begin its countdown once the purchase is complete, and two weeks later the customer will automatically receive a timely email.

Click on the Delay element to edit it. Select which unit of time you would like to use (hours, days or months), and use the slider to the amount of units, from 1-23. The shortest Time Delay you can create is one hour, and the longest is one year.

Time Filter: Time filters allow the autoresponder to send out messages based on specific dates. These can be dates that only occur once or recurring dates, such as birthdays or membership renewals. Time filters work by reading a list with a field of dates. All you need to do is select the list and select the field on that list from which you would like the autoresponder to read the specific dates.

To ignore the year, for recurring annual dates such as birthdays and anniversaries, check the "Ignore the Year" box.

When you have added the elements you want to include and made the necessary connections, click "Next."

7. You will now be on the "Activation" step. All your elements, and your "Project Status," will currently be listed as "Inactive."

To activate the autoresponder campaign, click "Activate" on the left side of the screen.
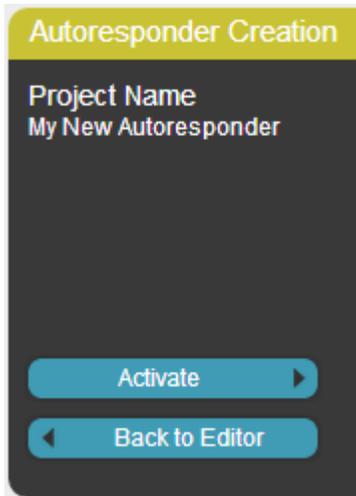

If all steps have been completed, you will now receive a message letting you know the Autoresponder has been successfully activated and will be visible from the Management & Reports tab on the Autoresponder dashboard.

"Active" means that those elements are currently active and ready for the autoresponder campaign send.

"Inactive" means that there is a problem with the element and it could not be activated. You must go back and review the element and fix any problems before your autoresponder campaign can be activated.

When all elements are active and you click "Activate" your autoresponder campaign will be successfully activated and you will be returned to the Autoresponder Dashboard.
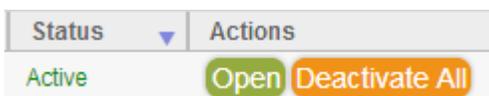
There is also a "Download" option that you may select. This allows you to download a report of the steps taken by the Autoresponder system. You will be able to review when each autoresponder email message was sent, how long the delays were and so on.

4.   Management and Reports

In this tab, you can view or deactivate your autoresponder campaigns.

To view your reports, click the green "Open" button next to the autoresponder campaign you would like to view.

Each campaign that has results to show will be displayed in this section. Results will be displayed for open rate, click rate and so on.

If you want to search for a specific autoresponder campaign, enter the name into the "Search" bar and the campaign will be displayed.

You can also display campaigns by the time they were created. Simply click on the date criteria at the top of the page. For example, if you click "7 Days" you will be able to view only the campaigns that have been created in the past seven days.